16th YEAR · A WEEKLY PUBLICATION

File Copy
5/14/56

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

WEEK OF

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january – 1957

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february – 1957

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

march – 1957

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, MAY 11, 1956		
Friday May 11 9:30 A.M. Coffee	SUMMER FASHIONS FOR THE YOUNGER SET Ohrbach's will invite the press to a preview of Summer fashions for toddlers through sub-teens. By invitation. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Friday May 11 7:00 P.M.	PRESS PREVIEW OF NEW EXHIBITION Showing of model homes and decorating, swimming pools, gardening and household tools; also Home Town, U.S.A., an entire miniature community. Open to public, May 12-20, admission $1.15. Publicity: Trudy Jump, CI. 6-0226.	HOME BUILDING INDUS. PRESENTATIONS, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
May 12- May 19	NATIONAL LUGGAGE AND LEATHER GOODS WEEK. Contact: Betty Fryman, Luggage & Leather Goods Mfrs. of America, 220 Fifth Ave., LE. 2-3960.		
	WEEK BEGINNING SUNDAY, MAY 13, 1956		
May 13	MOTHER'S DAY (Sunday). Contact: Arthur Freeman, 129 W. 30 St., LO.5-4700.		
May 14	NATIONAL COTTON WEEK (May 14 - 19). Contact: Margot Herzog, BR. 9-4920.		
Monday May 14 10:30 A.M.; 2:30 P.M.	PREVIEW: RAINWEAR BY BONNIE CASHIN Preview of stormcoats, rainwear, country briefers and a junior group. By invitation. Showings at 9:30, 11:00 and 3:00 throughout week. Contact: William March, March & Mendl, LA. 4-7942.	HARRIS RAINCOAT CO.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 14 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Monday May 14 3:30 P.M.	COTTON FASHION AWARD IN NEW YORK Fourth Annual Cotton Fashion Award will be presented at Gracie Mansion by Mayor Wagner. Showing of fashions by past winners. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	GRACIE MANSION EAST END AVENUE
Beginning Monday May 14	OPENING: BACK-TO-SCHOOL COLLECTION Continuous daily from 11:00 A.M. Contact: PE. 6-4626.	JUNIOR FIRST	1400 BROADWAY
Beginning Monday May 14	OPENING OF FALL BRIDESMAID COLLECTION Continuous daily showings. Contact: BR. 9-7580.	DAVID KLEIN, INC.	525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

COPYRIGHT, 1956, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 14	BACK-TO-SCHOOL FASHIONS FOR SUB-TEENS Continuous daily from 11:00 A.M. Contact: PE. 6-4626.	YOUNG THINGS	1400 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday May 15 8:45 A.M.-9:30 A.M. Breakfast	FALL SHOE COLLECTION: "PORTRAIT OF A LADY" Mademoiselle will present its Fall shoe collection for retail fashion co-ordinators at informal showings on May 15, 16, 22, 23 at 8:45 A.M. By invitation only. Contact: Renee Smith, LO. 4-3350.	MADEMOISELLE SHOES	350 FIFTH AVENUE SHOWROOM - 7419
Tuesday May 15 9:00 A.M. Breakfast	PREVIEW OF FALL SEPARATES COLLECTION Masket's Fall separates collection, designed by Pembroke Squires and Frank Smith. By invitation only. Contact: Bernard Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 15 10:00 A.M.	OPENING OF FALL COAT & SUIT COLLECTION Daily showings of Bardley line at 10:00 and 1:30. Contact: LO. 4-4650.	FINGER & RABINER	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR

Spring

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

TUESDAY, MAY 15		
A. Goodman & Co.	10:30 A.M. & 1:30 P.M.	530 7TH (17 FL), WI. 7-4077
Ben Barrack, Inc.	Continuous daily	498 7TH (7 FL), LO. 4-3923
WEDNESDAY, MAY 16		
Hannah Troy, Inc.	1:00 P.M.	530 7TH (2 FL), LO. 3-0988
David Levine Co.	2:30 P.M.	530 7TH (21 FL), LA. 4-0237
Rosalie Macrini.	4:00; thereafter 9:00 & 4:00	550 7TH (11 FL), CH. 4-2655
THURSDAY, MAY 17		
Herbert Sondheim, Inc.	10:30 A.M.	530 7TH (20 FL), LA. 4-7540
William Fox, Inc.	1:00 P.M.	530 7TH (21 FL), OX. 5-4070
Grabois	1:15 P.M.	498 7TH (5 FL), CH. 4-2767
Larry Aldrich Co., Inc.	2:30 P.M.	530 7TH (12 FL), CH. 4-1872
FRIDAY, MAY 18		
Rudolf Gowns	10:30 A.M.	530 7TH (12 FL), WI. 7-6865
Martin Simon, Inc.	Continuous daily	498 7TH (7 FL), LA. 4-2877
MONDAY, MAY 21		
Paul Parnes Corp.	2:30 P.M.	498 7TH (10 FL), CH. 4-4600
TUESDAY, MAY 22		
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7TH (21 FL), LO. 5-4115
THURSDAY, MAY 24		
Samuel Winston, Inc.	9:00 A.M. & 4:00 P.M.	530 7TH (11 FL), CH. 4-2617
Ben Reig, Inc.	10:00 A.M.	498 7TH (23 FL), CH. 4-1542
FRIDAY, MAY 25		
Frank Starr, Inc.	1:15 P.M.	530 7TH (19 FL), LA. 4-7690
Ed Gerrick, Inc.	2:30 P.M.	550 7TH (7 FL), LO. 4-1820

Tuesday May 15 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday May 15 12:00 Noon	OPENING: MOLLIE PARNIS' FALL COLLECTION Showing on Tuesdays, Wednesdays and Thursdays. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL SEPARATES COLLECTION	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
	"Monograms"--separates and dresses for Fall. By invitation only. Trade from Wed., May 16 at 10:30 and 2:30. Publ.: Gloria Gelfand, PE. 6-8263.		
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Misses daytime, afternoon, cocktail dresses. Trade from May 24 at 12:00 and 4:00. Contact: BR. 9-5991. Publ.: Saul Richman, MU. 8-1770.		
Tuesday May 15 5:00 P.M. Cocktails	PREVIEW: NEWLY DECORATED FABRIC SHOWROOMS	E. I. DUPONT DE NEMOURS & CO., INC.	350 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Preview of 3 new fabric showrooms, designed by William Pahlman, A.I.D. By invitation. Contact: Dorothy Gromann, LO. 3-6400, Ext. 303.		
Tuesday May 15 5:00 P.M.	PRESS PREVIEW: NEW "I.D." MODERN FURNITURE	STAND-BILT UPHOLSTERY FURNITURE CORP.	220 EAST 23RD STREET SHOWROOM
	By invitation only. Contact: Allene Stearn, CI. 5-9300.		
Beginning Tuesday May 15	OPENING OF FALL COAT & SUIT COLLECTION	PRINTZ-BIEDERMAN CO.	512 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Continuous daily showings. Contact: Jeffrey Yost, CH. 4-6913.		
Beginning Tuesday May 15	OPENING OF FALL DRESS COLLECTION	GRACETTE DRESS CO.	1400 BROADWAY SHOWROOM - 7TH FLOOR
	Continuous showings of misses and half-size dresses. Contact: WI. 7-8655.		
Beginning Tuesday May 15	OPENING: CASUAL COAT AND SUIT FALL COLLECTION	LINKER & CO.	550 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Continuous daily showings. Contact: CH. 4-7422.		
Wednesday May 16-17 9:00 A.M.-5:00 P.M.	PRESS PREVIEW: "NEW DIMENSIONS" SHOW	CELANESE CORPORATION OF AMERICA	16 EAST 34TH STREET (FORMERLY MODERNAGE)
	Room settings and decorative fabrics. Show designed by John and Earline Brice, A.I.D. By invitation. Publ.: James Wiley, at Ellington, MU. 7-4300.		
Wednesday May 16 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHARLES GLUECK	1400 BROADWAY SHOWROOM - 14TH FLOOR
	"Theatre Time"--preview of late day and formal fashions for Fall, followed by box lunch. By invitation. Trade on May 22 and 23 at 4:00 P.M.; thereafter continuous. Contact: CH. 4-8532. Publ.: Mildred Kaldor, TE. 8-1520.		
Wednesday May 16 12:30 P.M. Luncheon	SUMMER FASHIONS BY MIGNON	FOR BENEFIT OF NAT'L CANCER FOUNDATION	HOTEL AMBASSADOR BALLROOM
	Mignon's Summer fashion show, coordinated by Emily Brooks. Press by invitation. Publicity: Saul Richman Assoc., MU. 8-1770.		
Wednesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation. Trade at 1:00 P.M. daily from Thurs., May 17. Contact: LO. 3-0988. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Daily showings at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0234.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 16 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Dan Keller invites press and buyers to preview his Fall dress collection. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.		
Wednesday May 16 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW FURNITURE	VALLEY UPHOLSTERY CORP.	428 WEST 14TH STREET SHOWROOM - 3RD FLOOR
	Preview of new contemporary furniture designed by Norman Fox MacGregor. By invitation only. Publicity: Virginia Burdick, OR. 4-6462.		
Wednesday May 16 4:30 P.M. Cocktails	MAGAZINE PRESS PREVIEW --ADVANCE FALL HATS	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR DIPLOMAT SUITE
	Presentation of advance Fall hats to magazine and syndicate press. By invitation only. Contact: Rubye Graham, MU. 7-8686.		
Thursday May 17 9:00 A.M. Breakfast	LEATHER PREVIEW BY BONNIE CASHIN	PHILIP SILLS	HAMPSHIRE HOUSE THE COTTAGE
	Preview of Fall leather collection, designed by Bonnie Cashin. Showing at 9:30 A.M. By invitation. Publicity: Donna Cannon, MU. 7-5447.		
Thursday May 17 10:30 A.M. Breakfast	FASHION & HOME FURNISHINGS SHOW	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	"It's a Sunkist Yellow Summer"--press preview of lemon yellow fashions and home furnishings. By invitation only. Publ.: Barbara Gray, CH. 4-2000.		
Thursday May 17 11:00 A.M. Champagne	PREVIEW: BACK-TO-SCHOOL "TOMMIES" COLLECTION	KAYLON, INC. (180 MADISON AVE.)	ESSEX HOUSE COLONNADES ROOM
	Preview of "Tommies" and "Tommie-robes", designed by Harry Berger. (Note Change of Place.) By invitation. Contact: Betty Greenwald, MU. 9-6292. Publicity: Ken R. Williams, JU. 6-8217.		
Thursday May 17 12:00 Noon Luncheon	PREVIEW: COLLEGE & CAREER COLLECTION	NELLY de GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Nelly de Grab presents her Fall collection of separates, coordinates and dresses. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Beginning Thursday May 17 1:00 P.M.	OPENING OF FALL COLLECTION	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showing of the William Fox Fall collection of dresses, suits, ensembles and evening fashions at 1:00 P.M. daily. Contact: OX. 5-4070.		
Thursday May 17 3:30 P.M.	PREVIEW OF FALL COLLECTION	LENTZ DIMINUTIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Press and buyers preview. Continuous trade showings beginning Tuesday, May 22. Contact: Paul Lentz, LO. 4-5316.		
Thursday May 17 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY GOTHÉ	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Preview of Gothé cocktail and evening fashions. By invitation. Trade from Tues., May 22, at 1:15 P.M. daily. Publicity: Nona James, MU. 5-4834.		
Thursday May 17 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	By invitation. Showings daily thereafter at 10:30 and 4:00. (Note new address after May 14.) Contact: Peter Galligan, BR. 9-7880.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 18 10:30 A.M.; 11:30 A.M.	PREVIEWS OF FALL COLLECTIONS	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Fall dresses and ensembles by Leonard Arkin at 10:30 A.M., trade 10:30 and 3:30 from May 21; Andrew Arkin at 11:30 A.M., trade 11:30 and 2:30 from May 21. Contact: Miss Freddy Rosenstock, WI. 7-5324.		
Friday May 18 12:00 Noon Luncheon	NINETEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Lord & Taylor will present their Nineteenth Annual Awards Luncheon. Price: $6.50. Contact: Elizabeth White, WI. 7-3300.		
Friday May 18 12:30 P.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION	TIARA	1375 BROADWAY SHOWROOM - 19TH FLOOR
	Preview of afternoon and cocktail dresses, designed by Robert Morton for Tiara. Continuous daily from May 21. Contact: Jack Leven, BR. 9-2480.		
Monday May 21- June 15 9:00 A.M. And 4:00 P.M.	"BACK TO BUSINESS" CAPSULE CLINICS	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
	Previews of Fall '56 fashions from "Charm's" August-September "Back to Business" tandem issues. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings at 4:00 P.M. No showings week of May 28. Contact: Elaine Kanners, PL. 9-2080.		
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
	Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.		
Monday May 21 10:30 A.M.	PRESS PREVIEW: FALL COCKTAIL DRESSES	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall cocktail dresses, designed by Harriette Harra. By invitation. Publicity: Margaret Hodge, PL. 5-7630 or LO. 5-0525.		
Beginning Monday May 21 10:30 A.M.	OPENING: FALL DAYTIME & COCKTAIL DRESSES	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	"Appointment With Fashion"--Fall collection at 10:30 and 1:30 daily. Contact: Muriel Morris, WI. 7-4077. Publ.: Ken R. Williams, JU. 6-8217.		
Beginning Monday May 21 10:30 A.M.	OPENING OF FALL COLLECTION	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
	Max Milstein's Fall collection of coats, suits and ensembles will be presented at 10:30 and 2:30 daily. Contact: WI. 7-4223.		
Beginning Monday May 21 1:00 P.M.	FALL DRESSES & NEW DIVISION OF PETITES	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Fall collection, designed by Alan Phillips. Introduction of "Minuettes," a new group of petite cocktail dresses, designed by Miss Mercedes. Daily at 1:00 P.M. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.		
Monday May 21 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will preview her Fall dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, TE. 8-1520.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 21 2:30 P.M.	PRESS PREVIEW OF BRANELL FALL COLLECTION By invitation. Trade beginning Tues., May 22 at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, MAY ~~21~~ 20		
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA. 4-6691
TUESDAY, MAY ~~22~~ 21		
~~Adler & Adler, Inc.~~	~~10:30 A.M.~~	~~550 7TH, BR. 9-9600~~
Kane Weill.	10:30 A.M.	498 7TH, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA. 4-9724
WEDNESDAY, MAY ~~23~~ 22		
~~Davidow.~~	10:30 A.M.	550 7TH, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA. 4-2577

Monday May 21 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 21 5:00 P.M.	PREVIEW: FALL COUTURE & BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections in their new showroom. By invitation. Trade at 10:30 A.M., May 22, 23, 24, 25. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS "Leather - Key to Fall Fashion". By invitation. Continuous trade showings thereafter in showroom. Publicity: Mildred Kaldor, TE. 8-1520.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
Beginning Tuesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Late day, cocktail and evening fashions, designed by Gina. By invitation. Trade May 23 at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 22 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Trade showings, by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 22 11:30 A.M.	FALL COLLECTION BY MADELEINE FAUTH Madeleine Fauth will present her Fall collection May 22-25, and from Tues., June 5 at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday May 22 11:30 A.M.	OPENING: GIOVANNI ORIGINALS FOR FALL Showing of daytime, afternoon and cocktail fashions by Giovanni of Italy at 11:30 and 3:30 daily. Publicity: Lillian Lang, LA. 4-8770.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 22 11:30 A.M.	OPENING OF FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Abe Schrader's Fall misses dresses, designed by Belle Saunders, will be shown daily at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.		
Tuesday May 22 12:00 Noon	OPENING: FALL SPORTSWEAR BY DOROTHY COX	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE.-6TH FL.
	Daily showings at 12:00 Noon. Publicity: Ken R. Williams, JU. 6-8217.		
Tuesday May 22 12:00 Noon	OPENING OF FALL COLLECTION	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Daily at 12:00 Noon. Contact: WI. 7-0155.		
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing at 1:00 P.M. on May 22, 23, 24, 28, 29, by appointment only; from June 4 at 1:00 and 4:00 P.M. Contact: Ellen Rowsell, LO. 4-0462.		
Beginning Tuesday May 22 1:00 P.M.	OPENING: FALL DRESS COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Talmack's Fall dress collection, designed by John Moore, at 1:00 P.M. daily. By invitation and appointment only. Contact: BR. 9-1195.		
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL COLLECTIONS	ELFREDA, INC.; PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Elfreda's Fall line, designed by Elgee Bove; followed by Pierre Balmain's collection. Contact: CH. 4-2659.		
Beginning Tuesday May 22 1:15 P.M.	OPENING OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Fall collection at 1:15 P.M. daily. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.		
Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Fall collection at 2:30 P.M. daily. For reservations, contact: LO. 4-2155.		
Beginning Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
	Fall collection of misses dresses, sportswear, blouses and skirts at 2:30 P.M. daily. Contact: Mrs. Esther Reifer, OX. 5-4270.		
Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showing of misses costumes, suits and coats at 2:30 on May 22, 23, 24, 28, 31, June 5; and at 10:30 on June 6. Contact: LA. 4-6968.		
Tuesday May 22 3:30 P.M.	PREVIEW OF FALL SEPARATES COLLECTION	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation only. Publicity: Terry Mayer, BR. 9-6560.		
Tuesday May 22 3:30 P.M.; 9:00 P.M.	ANNUAL STUDENT FASHION SHOW	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
	Admission: at 3:30 P.M., $1.00 and $3.00 (reserved); at 9:00 P.M., $3.00 and $5.00 (reserved). Contact: Elizabeth Rushmore, PL. 9-2214.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 22 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Harmay's Fall dresses, costumes and suits will be shown daily at 4:00 P.M. Publicity: Pauline Greene, BR. 9-5967 or PE. 6-5547.		
Tuesday May 22 4:00 P.M. Cocktails	PREVIEW OF JUNIOR COATS AND SUITS	JUNIOR-AIRE	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
	Junior-Aire's Fall coat and suit collection, designed by Murray Nieman. Showing at 4:30 P.M. By invitation. Publ: Ruth Hammer Assoc., EL. 5-7872.		
Tuesday May 22 5:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY	ELIZABETH ARDEN (681 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
	Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation only. Contact: Publicity Dept., PL. 3-3410.		
Beginning Tuesday May 22	OPENING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Fall coats. By appointment. Contact: Louis Mariani, BR.9-8988.		
Beginning Tuesday May 22	OPENING: FALL COCKTAIL AND FORMAL COLLECTION	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Continuous daily showings. Contact: WI. 7-0511.		
Beginning Tuesday May 22	OPENING OF FALL DRESS COLLECTION	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.		
Beginning Tuesday May 22	OPENING OF FALL DRESS COLLECTION	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Fall cocktail dresses, designed by Ric McClintock. Continuous daily. Contact: Lou Lessick, BR. 9-2680.		
Wednesday May 23 9:00 A.M. Breakfast	TRICOSA OF PARIS FALL COLLECTION	FEDER FASHIONS (1410 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
	Fall collection of knit suits, coats, sweaters and dresses. Merchandising exhibit. By invitation. Publicity: Sue Gardner, LA. 4-6948.		
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	By invitation. Contact: Laurence Carmel, LA. 4-3310.		
Wednesday May 23 10:30 A.M.	OPENING OF FALL SPORTSWEAR COLLECTION	COUNTRY CLOTHES	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing on Wednesday only at 10:30 A.M. to June 5. Contact: LO. 4-7832.		
Wednesday May 23 10:30 A.M.	FALL FASHIONS BY SYLVAN RICH	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Preview of Martini's Fall designer collection, followed by buffet lunch. By invitation. Showings daily at 10:30. Publ: Mildred Kaldor, TE. 8-1520.		
Wednesday May 23 12:00 Noon Luncheon	OPENING OF FALL COLLECTION	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of cashmere ensembles, five o'clock separates and blouses, daily at 12:00 Noon lunch. By appointment. Contact: Faye Berk, LA. 4-9290.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 23 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will present Brigance's Fall collection of blouses, dresses and separates for daytime and at-home. By invitation only. Trade showings on May 24, 25, 29, 31 and thereafter Tues., Wed., Thurs. at 2:30 P.M. Contact: LO. 3-1534.		
Wednesday May 23 2:30 P.M.	JUNIORS & PETITES-- FALL COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing at 2:30 P.M. on May 23, 24, 28, 31, June 4-7. Contact: LA. 4-0162.		
Wednesday May 23 4:00 P.M.	PREVIEW OF FALL SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview for press and resident buyers. By invitation. Trade at 10:00 A.M. from Thurs., May 24. Publicity: Terry Mayer, BR. 9-6560.		
Wednesday May 23 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
	Luis Estevez' Fall collection of dresses and costumes will be presented to the press. By invitation only. Trade showings at 12:00 Noon from Thurs., May 24 in their showroom. Publ.: Phyllis Youngheart, LO. 4-5820.		
Wednesday May 23 7:00 P.M. Cocktails-Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS DINNER	SPORTS ILLUSTRATED	ST. REGIS HOTEL ROOF GARDEN
	Dinner honoring nominees and winners of American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville, JU. 6-1212.		
Thursday May 24 9:00 A.M. Coffee	PRESS PREVIEW: FALL READY-TO-WEAR	FONTANA OF ROME	HOTEL PLAZA SUITE 234
	Daytime, cocktail and evening fashions for Fall and Winter. Jewelry by Napier. By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.		
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Arthur Jablow's Fall coat and suit collection. By invitation. Trade showings thereafter at 10:30 A.M. Publ.: Rose Hilton, MU. 5-5133.		
Thursday May 24 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
	Tina Leser's Fall separates, dresses and sportswear will be shown daily at 10:30 and 2:30. Contact: Miss Nina, EL. 5-5540.		
Thursday May 24 10:30 A.M.	PREVIEWS OF FALL DRESS COLLECTION	SEMONT	525 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Fall cocktail and evening dresses, designed by Doris Mandelker; also, Fri., May 25 at 4:00. By invitation. Continuous trade showings from June 4. Contact: WI. 7-6845.		
Beginning Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Showing of Clare Potter's Fall collection at 2:30 on May 24, 25, 28, 29 and June 4-7. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 24 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Ceil Chapman's Fall collection will be shown at 2:30 P.M. daily. Publicity: Alto Schifrine, LA. 4-5800.		
Thursday May 24 2:30 P.M.	PREVIEW OF FALL COLLECTIONS	BRIARBROOK & BIRCHBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Fall collections, designed by Stefan. By invitation. Daily trade showings from Tues., June 5. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Fall dress collection for press and resident buyers. Trade from Tues., June 5 at 12:00 Noon (luncheon) daily. Publ: Peggy Cantor, CH. 4-3488.		
Thursday May 24 4:00 P.M. Cocktails	PREVIEW: SPORTSWEAR BY GRETA PLATTRY	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
	Preview of Fall sportswear and separates. By invitation. Continuous showings thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Thursday May 24 4:00 P.M.	PREVIEW OF FALL DRESSES BY KASPER	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Daytime and cocktail dresses at 4:00 P.M. daily. Contact: CH. 4-3914.		
Friday May 25 8:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION	CHARLES GELATT, INC.	HOTEL GOTHAM BALLROOM
	Preview of cocktail and evening fashions. (Note Change of Place). By invitation. Continuous showings thereafter, by appointment, at Hotel Gotham. Contact: Russell O'Neil, TE. 8-2975.		
Friday May 25 9:45 A.M. Coffee	PREVIEW OF FALL COLLECTION	HOWARD GREER OF CALIFORNIA	HOTEL DORSET CHIPPENDALE LOUNGE
	Howard Greer's Fall collection will be previewed to press and buyers. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.		
Friday May 25 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Showings May 28, 31 and June 5 at 10:30 A.M. By invitation only. Publicity: Marian Mitchell, WI. 7-4968.		
Friday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL DRESSES	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Late day, cocktail and evening dresses. By invitation. Daily trade showings at 12:00 Noon from Mon., May 28. Contact: Jack Sulzer, WI. 7-9470.		
Friday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Preview of Fall dresses for the 5'5" and under. Trade showings June 5, 6, 7 at 3:00 P.M. Contact: Isabelle Crawford, BR. 9-7700.		
Friday May 25 5:00 P.M. Cocktails	PREMIERE OF NEW FIRM TO PRESS & BUYERS	APERITIF	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	First showing of after-five collection for petites, designed by Maxime de la Falaise and Gene Loyd. By invitation. Trade showings from Mon., May 28 at 12:00 Noon daily. Contact: Marvin Berke, WI. 7-5324.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 28 11:45 A.M.	DEBUT OF NEW BOUTIQUE FASHIONS	"MISS MARTINI" BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	"Miss Martini" by Sylvan Rich will be previewed to press and buyers, followed by buffet lunch. By invitation. Publ.: Mildred Kaldor, TE. 8-1520.		
Monday May 28- May 29 12:00 Noon	OPENING: FALL COAT AND SUIT COLLECTION	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Things Look Good For Fall, 1956"--showing of Louis Goldstein's coats and suits and at 12:00 Noon daily from Mon., June 4, followed by luncheon. By invitation and appointment. Contact: Dorothy Levine, CH. 4-3512.		
Tuesday May 29 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. Trade showings from Tues., June 5 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7286.		
Tuesday May 29 2:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Pauline Trigere's Fall collection will be presented at 2:30 P.M. May 29, 31, June 5, 7, 12; and June 8 at 10:30. By appointment only. Contact: Cecille Gordon, LO. 3-1600.		
Monday June 4 12:00 Noon Luncheon	PARIS BLOUSE PRESENTATION	NAT'L ASS'N OF BLOUSE MANUFACTURERS, INC.	HOTEL PLAZA BALLROOM
	"Blouse and Skirt Spectacular"--The Nat'l Ass'n of Blouse Mfrs. and the Nat'l Skirt and Sportswear Ass'n. will present Paris and American designer blouses. By invitation only. Publ.: Ruth Hammer Assoc., EL. 5-7872.		
Beginning Monday June 4 1:00 P.M.	OPENING OF FALL COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showing of Zelinka-Matlick's Fall coats and suits at 1:00 P.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ.: Laurel Cutler, TR. 9-6310.		
Tuesday June 5 10:00 A.M.	BACK-TO-SCHOOL FASHION CLINIC	THE AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER BALLROOM
	"New Horizons in Subteen Fashions and Merchandising", outlining fabric and color trends. Followed by 12:15 P.M. luncheon. Admission by ticket only for trade press and merchandisers. Publicity: Pat diSernia, MU. 2-2505.		
Tuesday June 5 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION	REVILLON WHOLESALE	11 WEST 57TH STREET SALON
	Revillon Wholesale's new fur collection will be presented to buyers and press. By invitation. Contact: Mr. W. C. Paige, PL. 9-5504. Trade showings thereafter by appointment at 352 7th Ave.. Contact: LO. 5-5832.		
Tuesday June 5 12:30 P.M. Luncheon	TWENTIETH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, Promotion Dir., PL. 9-2080.		
Thursday June 7 3:30 P.M.	PRESENTATION OF AUGUST FASHIONS	SEVENTEEN MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Fashion show of August promotion for "Seventeen's" tie-in stores and their buying offices. For tickets ($2.50), contact: Lorraine Tejirian, PL. 9-8100.		